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Import Division

Chrysanthemums

for
Florists'
Use

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1927

Stock Delivered February
fifteenth and Later

ELMER D. SMITH & CO.

ADRIAN, MICHIGAN

TERMS OF SALE

Credit—We allow sixty days to those of approved credit or three per cent discount for cash with order.

We believe most florists are honest, but each year we have uncollectible accounts and to guard against such losses, we insist that unknown correspondents furnish satisfactory reference, otherwise orders cannot be accepted.

OUR RESPONSIBILITY—We hold ourselves responsible for, and shall gladly rectify such errors as omissions, miscount, and mis-addressing shipments, should they occur.

We accept orders contingent to our ability to produce sufficient stock to meet the demands. All orders are filled in strict rotation.

We also agree to supply strictly first-class stock, packed in the most improved manner, and deliver to the Express Company or Post Office (whichever is designated by the purchaser), after which the plants travel at buyer's risk.

CLAIMS FOR DAMAGE—All claims for damages must be assumed and entered against the carrier by the buyer. Inasmuch as we have no control over the transportation agencies, we cannot be responsible for plants frozen in transit, or injured by delayed deliveries or rough handling. According to law the transportation companies are the agents of the buyer and when goods are delivered in good condition to such agencies the shipper's responsibility ceases.

PARCEL POST—We favor the use of Parcel Post as far as practicable on small shipments as well as rooted cuttings and other light parcels, believing that when thus transported, there will be less cause for complaint, especially if sent Special Delivery.

OUR ENDEAVOR—It is our desire to please by shipping healthy, strong plants true to name, making prompt shipments, lightly but securely packed.

NO GUARANTEE—While we exercise the utmost care in executing all orders, to keep our stock true to name, we give no warranty, expressed or implied, and cannot guarantee or be in any way responsible for the crop, either as to variety or product. If not accepted on these terms, they must be returned at once.

ELMER D. SMITH & CO.

TO THOSE IN THE TRADE

This wholesale catalog for 1927 is the most complete issued relative to the chrysanthemum. Within its pages will be found comprehensive descriptions of recent introductions as well as the standard varieties.

Many patrons visit our establishment each autumn to keep in touch with our most recent creations. The present season we have hundreds of new sorts that are being given the second and third years' trial.

The flowering season extends from the end of September to the middle of December, during which time we are always pleased to have our patrons and the general public inspect our stock.

Soliciting your patronage, we are

Very respectfully,

ELMER D. SMITH & CO.

EARLY ROOTED CUTTINGS

Cuttings stuck in December and January are not always of superior quality. There are several varieties which do not produce cuttings of sufficient length until the days begin to lengthen.

The period of greatest activity in growth occurs from March 15th to the end of May and cuttings procured during these months respond very quickly.

LOSS DUE TO DELAY

In cases where shipments are delayed in transit and are apparently in bad condition, please follow instructions on the back of packers' slip which accompanies each shipment.

In entering a complaint it is of great importance to give the date they were received and state which varieties were injured and to what extent.

In taking such a course both correspondence and time are saved.

In adjusting claims we always keep in mind the importance of satisfied customers.

Special Announcements

NOVELTIES FOR 1927

Complete description of our novelties for 1927 will appear as a supplementary price list to be issued about Jan. 1st and will be mailed to all in the trade, or we would be pleased to send a copy to anyone interested upon request.

Our new varieties for 1927 will consist of several of the commercial type, both mid-season and late, colors white and yellow. There will probably be four of the exhibition section; also one large red anemone with a 4-inch cushion; three new anemones belonging to the commercial class and several pompons. Prominent among these is a late pink maturing Thanksgiving and later.

We also have some for pot culture that are of dwarf habit and exceedingly promising both as to color and general character.

IMPORTANT

We beg to call attention to date of delivery of the Early Hardy and Caprice varieties, which will be deferred until March.

We regret our inability to deliver many thousand plants and cuttings during the past season.

With a desire to meet the requirements of our patrons we have increased our facilities 30 per cent which we trust will enable us to meet the demand and promptly execute all orders.

Early orders will be appreciated.

COMMERCIALS

INTRODUCTIONS OF 1926

CLARA B. FORD (Mrs. Henry Ford). A closely incurved yellow much the same in form and color as the variety Major Bonnafon, strong upright growth, maturing November 20, select bud September 20.

DETROIT NEWS—In normal seasons this variety matures October 25, and is best of its color (bronze) at that season. At first develops as an incurved showing its golden reverse, than gradually reflexes, presenting more of the bronze tone. Wonderful substance and keeping qualities either cut or uncut, lasting longer than most varieties, select bud August 30. C. S. A. Certificate, scoring 93 points.



CLARA B. FORD



DETROIT NEWS



EDGAR STILLMAN KELLY

EDGAR STILLMAN KELLY—In comparison with Betsy Ross is larger in size, stronger in growth, and of the purest glistening white, $7\frac{1}{2}$ inches in diameter, matures in November, select bud September 5. C. S. A. Certificate.

MEFO—This name is the nom d' plume of M. E. Foster, President and General Manager of Houston Chronicle. The loosely and irregularly incurved petals are very artistically arranged, color creamy white and from late buds; shows slight traces of pink, 4 feet high, matures November 15th, flowers 7 by 6 inches, beautiful foliage, select bud about September 15. C. S. A. Certificate.

SMITH'S LATE WHITE—Very late maturing December 15 and later. A white of perfect globular form with heavy stem and foliage. Those desiring a very late white should not overlook this variety. Select bud September 30 and later.

MRS. R. M. CALKINS—A very bright yellow as intense as the variety Mari-gold, an improved Golden Chadwick and in comparison is brighter in color, has shorter outer petals and is more globular in form with a stronger and harder stem. Matures November 25 to 30. Select bud September 20. C. S. A. Certificate.

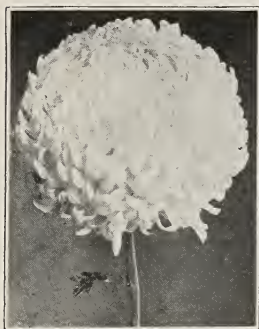
Plants from $2\frac{1}{4}$ -inch pots: 25c each; \$2.00 per ten; \$17.50 per hundred. Rooted Cuttings, \$15.00 per hundred; \$140.00 per thousand.

Not less than 5 of a variety at ten; 25 at hundred; 250 at thousand rate.

Our products will be found wherever chrysanthemums are grown.

When making your order do not fail to include a few of our novelties.

We grow nothing but Chrysanthemums and are the only firm in America who devote their entire effort to this class of plants.



DECEMBER BEAUTY



GLADYS PEARSON



"MA" FERGUSON

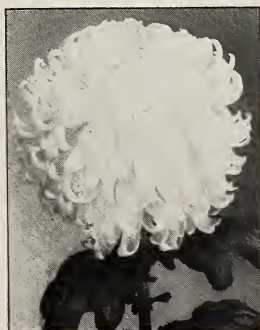
NEW AND SCARCE VARIETIES

DECEMBER BEAUTY—(Introduced by us 1920). White with light pink shadings which are more pronounced at the center of the bloom. Best incurved form. Avoid early buds as the late ones give the best blooms. Height, $3\frac{1}{2}$ feet from June planting. Fully developed December 10 to 15, continuing until Christmas and after from buds selected September 30 to October 10.

GLADYS PEARSON—(Introduced by us 1925).—A new shade for Thanksgiving use maturing November 20 to 25. The upper surface of the petals is apricot and the reverse buff which illuminates under artificial light to bright orange. Strong grower, 5 feet from June planting. Date of bud, September 30.

"MA" FERGUSON—(Introduced by us 1925). Named for Mrs. Mariam A. Ferguson, the Governor of Texas. A midseason yellow the same shade as Maj. Bonnaffon. Arrangement of petals irregular, outer ones reflexed, center incurved. While the variety is not as large as some yet it possesses true commercial qualities and will produce a very high percentage of perfect blooms. Is rather dwarf hence should be planted in early June. Will also make an excellent pot plant. Date of bud, September 25.

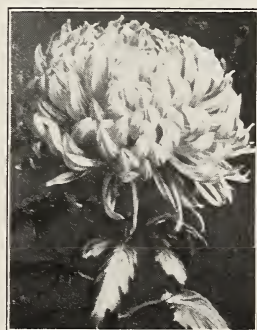
MRS. NELLIE T. ROSS—(Introduced by us 1925). Named for the Governor of Wyoming. Light yellow, possibly a shade lighter than that of Maj. Bonnaffon. Its late flowering period, November 30 in to December, greatly enhances its value. A wonderful keeper. Do not reserve bud until early October. Height, $4\frac{1}{2}$ feet.



SMITH'S LATE WHITE



MEFO



MRS. R. M. CALKINS

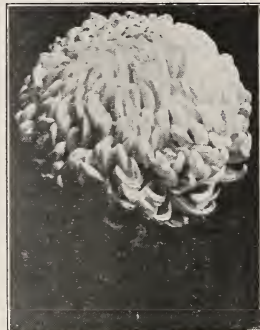
ROSA RAISA—(Introduced by us 1923). A wonderful light rose of an even shade throughout. Perfect incurved form. Has strong, upright stem with foliage larger than the average. One of the very best varieties we have produced in recent years. Height, $4\frac{1}{2}$ feet. Select bud September 20. Mature November 15 and can be held for Thanksgiving.

ROSE DELIGHT—(Introduced by us 1922). Color of the opening buds a deep rose pink, which softens at maturity to a very pleasing shade. Finest incurved form, maturing October 20. Is a seedling from Tiger and possesses the same good qualities, namely: Excellent keeper, either upon the plant or cut, produces none or few cull blooms, and medium to dwarf in growth. If it were two weeks earlier would feel the question of a good early pink had been solved. Select buds September 5 and after.

SILVER SHEEN—(Introduced by us 1925). Pure white, incurved form, maturing October 20, to follow Smith's Advance. Has wonderful keeping qualities. We recommend this variety to those who do not like Oconto as a second early. Select bud August 30.



MRS. NELLIE T. ROSS



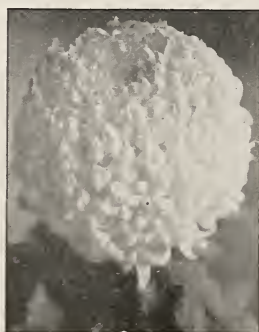
ROSA RAISA



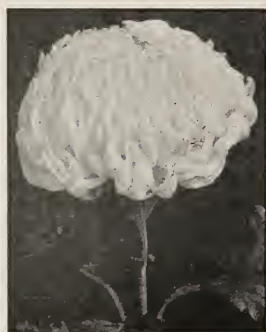
ROSE DELIGHT



SILVER SHEEN



SMITH'S IMPERIAL



WHITE PRINCE

TEKONSHA—(Introduced by us 1915). A splendid large bronze for Thanksgiving, coming just right for that event. Strong, upright growth. Height, $3\frac{1}{2}$ feet. Date of bud, September 10.

We have no agents, our catalogue is our salesman.

SMITH'S IMPERIAL—(Introduced by us 1917). Undoubtedly the best incurved white to follow Smith's Advance. Dwarf habit with excellent stem and foliage. Height, 4 feet. Date of bud, August 25. Matures October 20.

SMITH'S PEERLESS—(Introduced by us 1924). This variety has wonderful substance and keeps well when stored. Color, white with a slight creamy cast. Petals look and feel like wax. Buds begin to show color by the end of October and the blooms are sufficiently advanced for Thanksgiving use or they may be allowed to remain until fully developed. Height, $3\frac{1}{2}$ feet. Reserve bud September 20 and later. Matures December 5 to 15 but may be saved for Christmas sales.

SYLVAN TINTS—(Introduced by us 1925). A wonderful variety for Thanksgiving and later. The upper surface of the petals is cardinal and the reverse side tan color. Loosely incurved form. Height, 4 feet. Date of bud, September 30.

WHITE PRINCE—(Introduced by us 1925). A mid-season maturing November 1. Color, white. Very compact and of close incurved form with a finish which gives it the appearance of having been dipped in wax. $5\frac{1}{2}$ inches in diameter. 4 feet from June 20 planting. Date of bud, September 20 to 30.

Plants from $2\frac{1}{4}$ -inch pots: \$1.00 per ten; \$8.00 per hundred; \$75.00 per thousand.

Rooted Cuttings: \$7.00 per hundred; \$65.00 per thousand.

Unless otherwise quoted. Not less than 5 of a variety at ten; 25 at hundred; 250 at thousand rate.

STANDARD VARIETIES

EARLY

To secure early flowers it is of the utmost importance that they be planted early. Good, strong plants from 3-inch pots, benched in May, give satisfactory results.

If buds are not formed at the dates given reserve the first that appear thereafter.

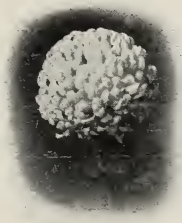
CHRYSLORA—(Introduced by us 1911). The best yellow for early October. Fine incurved form with perfect stem and foliage. Height, 4 feet. Date of bud, August 15. Matures about October 15.

EARLY ROSE—(Introduced by us 1916). Rose color, as the name implies, of a very pleasing shade. Incurved form with excellent stem and foliage. Height, 3 feet. Date of bud, August 20.

GOLDEN GLOW—(Introduced by us 1908). A bright yellow with good stem and foliage. Height, $3\frac{1}{2}$ feet. Date of bud, July 10. Blooms may be had from August 15 to October 20, if planted in succession and first bud secured.

GOLDEN QUEEN—(Introduced by us 1915). A bright yellow of perfect incurved form. Double from any bud. Height, $3\frac{1}{2}$ feet. Date of bud, August 10. Matures between Golden Glow and Chrysalora.

SMITH'S ENCHANTRESS—(Introduced by us 1925). While this variety is not as early as Golden Glow and Smith's Advance, it is ready to cut October 7 and the entire crop can be disposed of by the 15th. It is by far the best early pink, surpassing such varieties as Unaka, Early Rose, Pacific Supreme and Smith's Sublime, all of which originated with us. The color is bright rose pink of a very even shade. Produces a higher percentage of saleable blooms than any other early pink. Height, 4 feet. Select early September bud.





GOLDEN QUEEN



SMITH'S ENCHANTRESS



SUN GLOW

SUN GLOW—(Introduced by us 1919). A bright yellow of the Maj. Bonaffon type, producing a high percentage of perfect blooms. Height, $3\frac{1}{2}$ feet. Select buds August 15 onward. Matures about October 25.

UNAKA—(Introduced by us 1911). Owing to its large size and early flowering, this variety is one of the foremost pinks. The essential part is to plant early and secure the bud the first week of August, as late buds produce thin, small flowers. Height, 4 feet. Date of bud, August 5. Will mature the first week of October.

Plants from $2\frac{1}{4}$ -inch pots: 70c per ten; \$5.00 per hundred; \$45.00 per thousand.

Rooted Cuttings: \$4.00 per hundred; \$35.00 per thousand.

Not less than 5 of a variety at ten; 25 at hundred; 250 at thousand rate.

OMISSION. SMITH'S ADVANCE. PRICE SAME AS ABOVE.
MID-SEASON

In giving the height of mid-season varieties we have based our estimate on good, strong plants benched June 15.

In favorable seasons some of the varieties will perfect blooms a few days before November 1, but as climatic conditions have much to do with the flowering season, the dates given must not be considered infallible.

BETSY ROSS—(Introduced by us 1918). Undoubtedly this is one of the finest whites yet produced from the commercial grower's point of view. Its perfect incurved form, purity of color and sturdy, upright growth are qualities most essential. It produces a very high percentage of perfect blooms regardless of the date of planting, and thus can be likened to Tiger as being invincible. Height, 4 feet from June planting. Date of bud, August 25. Matures about November 5.

CHAS. RAGER—A pure white incurved and, while it is surpassed by many of the newer varieties, yet it is still in demand among certain growers. Height, 4 feet. Date of bud, August 20.

CHIEFTAIN—One of the most popular pinks among the growers owing to its ease of propagation, sturdy growth and pleasing color. Height, 3 feet. Select bud August 30. Matures from the end of October to the first of November.

GOLDEN GLORY—A good mid-season yellow for commercial growers. Select bud August 25 and later.

JOSEPHINE FOLEY—(Introduced by us 1916). An exceptionally fine pure white. Strong in growth and stem. Height, 4 feet. Date of bud, August 25.

J. W. PRINCE—Those who fail to secure sufficient pink in Chieftain should consider this dark pink sport from that variety. Height, 3 feet.

MIDNIGHT SUN—(Introduced by us 1918). A fine bright yellow, incurved form. Stem and foliage excellent, maturing November 1. Owing to its dwarf growth it should be planted early in June to get sufficient length of stem. Height, $2\frac{1}{2}$ feet. Date of bud, September 20.

PATTY—A beautiful Enchantress pink, which is permanent in color. Vigorous grower, yet of dwarf habit. Height, $2\frac{1}{2}$ feet. Date of bud, August 25.

RICHMOND—A bright golden yellow of perfect form and fine finish. Unsurpassed among commercials. Height, 4 feet. Best bud, August. 25.

ROMAN GOLD—(Introduced by us 1911). An intense yellow with perfect stem and foliage. Shows a bronsy tint from late buds. Easy to manage. Height, 4 feet. Date of bud, August 25. Matures November 1 to 10.

ROSE PERFECTION—(Introduced by us 1920). A seedling from Chieftain but is brighter and more constant in color. Can remain uncut after full maturity without impairing its beauty. An easy propagator. Height, 3 feet. Bud, about September 10. Matures first week in November.



JOSEPHINE FOLEY



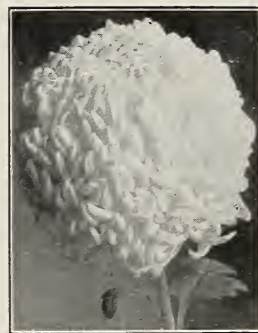
J. W. PRINCE



ROMAN GOLD



ROSE PERFECTION



BETSY ROSS



TIGER

TIGER—(First introduced by us 1916). There is no yellow which possesses so many points of excellence, especially for those who cannot give the highest state of cultivation. It is always double with very sturdy stems and is a good bright yellow regardless of date of planting or when the bud is selected. Height, $3\frac{1}{2}$ feet from June planting. Date of bud, September 5.

WHITE CHIEFTAIN—A sport from the well known variety, Chieftain, and identical in every way except its color. Height, 4 feet. Date of bud, August 30.

WHITE PERFECTION—(Introduced by us 1922). A white sport from Rose Perfection, usually showing a faint pink shading but identical with its parent in other respects.

Plants from $2\frac{1}{4}$ -inch pots: 70c per ten; \$5.00 per hundred; \$45.00 per thousand.

Rooted Cuttings: \$4.00 per hundred; \$35.00 per thousand.

Not less than 5 of a variety at ten; 25 at hundred; 250 at thousand rate.

LATE

Some of the late varieties mentioned will perfect flowers by November 10 if early buds are secured and the season is favorable. On the other hand, they may be retarded by planting late and securing late buds.

ADRIAN'S PRIDE—(Introduced by us 1922). Is as bright a yellow as Marigold. We have no hesitancy in endorsing this variety for Thanksgiving use or to replace Golden Chadwick. Height, 4 feet from June planting. Fully double from buds. Selected September 30. Matures November 20 to 30.

CELEBRATION—A bright yellow sport from Timothy Eaton; splendid stem and foliage and fine keeping qualities. Select bud September 10 and later.

DECEMBER GLORY—(Introduced by us 1923). An excellent commercial seedling from December Gem. Petals incurve throughout, forming a perfectly spherical flower 6 inches in diameter. Has fine stem and foliage. The best pure white we have produced for late flowering. Height, 5 feet from June 15 planting. Secure bud September 30. Matures December 1 to 10.

DECEMBER GEM—(Introduced by us 1911). White with a slight pink tinge. Spherical in form. Very stiff, wiry stem. Height, 3½ feet. Date of bud, September 25. Matures from last of November to the middle of December, according to date of bud.



DECEMBER GLORY



GOLDEN KING



TOWANTIC

DR. ENGUEHARD—Bright rose pink. Double from either bud. While those from the late buds are somewhat smaller, they are greatly improved in color. Height, 4 feet. Date of bud, September 5.

EDWIN SEIDEWITZ—A beautiful late incurved. Bright pink. Height, 5 feet. Date of bud, September 5. Matures from Thanksgiving to early December.

GOLDEN KING—(Introduced by us 1923). A beautiful yellow of the finest incurved form, producing massive blooms about the same shade as Adrian's Pride or Sunbeam. Excellent stem and foliage. One of the best for late football games as it may be used just prior to Thanksgiving or held for that occasion. Height, 4½ feet. Matures November 15 to 25.

GOLDEN MISTLETOE—A light yellow sport from Mistletoe. Owing to its lateness, this variety is valuable to the commercial grower. Height, 4 feet. Date of bud, September 30.

Our plants are grown in low temperature not to exceed 50 degrees through the winter months. Such treatment produces stock of the most sturdy character which is best suited for transportation, and withal the most satisfactory to the recipient.

HARVARD—(Introduced by us 1912). A very dark crimson of reflexed form. Double from any bud. Height, 5 feet. Date of bud, September 30. In perfection November 15 or later.

HELEN FRICK—(Introduced by us 1904). A fine late, dark pink of incurved form. Excellent stem and foliage. Height, 3 feet. Date of bud, September 10.

LOYALTY—(Introduced by us 1919). Naturally late flowering. A sure variety for Thanksgiving. Color, bright yellow. Height, 4 feet. Date of bud, September 15. Produces a very uniform crop about November 25 from buds selected September 10 to 20.

MAJ. BONNAFFON—This variety is probably grown in larger quantities than any other. Is a fine yellow, easy of cultivation, and the finest, incurved form. Height, 3½ feet. Date of bud, September 10.

MISTLETOE—Blush white with strong, upright growth. One of the latest. Height, 4 feet. Date of bud, September 30. Not ready to cut until December.

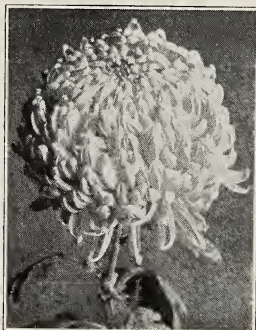
PINK MISTLETOE—A pink sport from Mistletoe which will become a popular pink among commercial growers owing to its lateness. Best of bud, September 30 to October 15. May be had for Christmas and after by planting the end of July or first of August.

SUNBEAM—(Introduced by us 1920). A seedling from Odessa but of a brighter shade of yellow. Strong grower, attaining a height of 4½ feet from June planting. Fully double from buds selected from September 20 to 30. Matures for Thanksgiving and later.

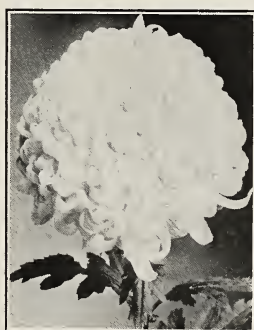
SUNGOLD—(Introduced by us 1923). A seedling from Sunbeam. The brightest late yellow we have ever produced, even rivaling Marigold in color. Has strong, upright growth and will produce two 6-inch blooms to the plant. Later than Adrian's Pride. Height, 4½ feet. Select bud September 30 or later. May be used for Thanksgiving and later.

THANKSGIVING PINK—Strong grower. A late dark pink for Thanksgiving use.

TOWANTIC—(Introduced by us 1924). An excellent pure white of fine incurved form with excellent stem and foliage. Easy to propagate. A fine white to follow White Surprise. Owing to its rather tall growth, we do not advocate planting before the third week in June or later. About 3½ feet high when benched July 10. Do not reserve bud before September 15. Matures for Thanksgiving and later.



SUNBEAM



WHITE SURPRISE



LOYALTY

Smith's Chrysanthemum Manual leads to success. Price \$1.50 postpaid. See Page 27.

VICTORY—(Introduced by us 1919). An incurved of the purest white. Buds selected September 10 will mature the second week of November, but we prefer to pinch or stop the plants about September 1, reserving the strongest break, which will form buds producing flowers after Thanksgiving. Height, 3 feet. Date of bud, September 30.

WHITE HELEN FRICK—(Introduced by us 1910). A very desirable late white. A sport from Helen Frick. Height, 3 feet. Date of bud, September 10.

WHITE SEIDEWITZ—A white sport from Edwin Seidewitz and, as it flowers at the same time, is a valuable addition to the late flowering section. Height, 5 feet. Date of bud, September 5.

WHITE SURPRISE—(Introduced by us 1921). White as the name implies. Small dark green foliage. The growing plants are red stemmed, with wonderful tenacity when mature. We are certain this variety will become a peer among the Thanksgiving whites, occupying the same exalted place as Betsy Ross among the mid-season. Height, 4 to 4½ feet. Will mature November 20 from buds selected September 20.

Plants from 2¼-inch pots: 70c per ten; \$5.00 per hundred; \$45.00 per thousand.

Rooted Cuttings: \$4.00 per hundred; \$35.00 per thousand.

Not less than 5 of a variety at ten; 25 at hundred; 250 at thousand rate.

CHRYSALINE

Unequalled for Producing Lusty Chrysanthemums

A complete Chemical Fertilizer, perfectly soluble and contains the same constituents as those incorporated in manure, supplying proper quantities of nitrogen, potash and phosphoric acid, which are the most important elements conducive to plant life.

Stable manure contains less than 2 per cent, while Chrysaline contains 60% per cent actual plant food.

The analysis given by the State Chemist is as follows: Nitrogen 15% Potash, 20.8% phosphoric acid, 24.4%; total 60% available plant food.

The advantages of Chrysaline over other manures are: It is clean, has no offensive odor, is soluble and thus easily prepared, is immediate and permanent in its effects, so highly concentrated that it is the cheapest, saves time and labor, and gives accurate results.

Samples of 13½ ounces, prepaid by mail, \$1.00.

Larger quantities will be furnished as follows:

Five pounds, \$4.00; ten pounds, \$7.50; Twenty-five pounds, \$15.00; Fifty pounds, \$25.00. F. O. B. Adrian.

One ounce is sufficient for ten gallons. Full directions accompany each package.

Prepared and Sold Only by

ELMER D. SMITH & CO., Adrian, Mich.

THE KINNEY PUMP

For applying liquid manure, this pump has no equal.

Remember that the water pressure does the pumping and that the flow of liquid fertilizer through the hose, diluted about one-half, is even and continuous as long as the liquid is reasonably clear and there is water pressure behind it.

It will apply from 5 to 15 gallons of liquid fertilizer a minute. There is no waste. You screw the pump to the faucet, attach the suction hose (either one-half or three-fourths inch) to side of opening in pump, using rubber washer to make joint tight and put the end of this hose in the barrel or tank of clear liquid manure. Then attach the three-fourths inch discharge hose (one-half inch hose will not answer here). The liquid manure follows, and will keep coming until the supply in the barrel or tank is exhausted—provided the liquid manure is reasonably free from coarse matter which would clog the pump. \$2.60 postpaid.

POMPONS

Pompons are becoming more popular year by year as they are very desirable for pot plants and also lend a distinctive grace and beauty to floral decorations of all kinds.

INTRODUCTIONS OF 1926

ALETTA—Very light pink, somewhat flat in form, is very useful as an early, maturing October 10 to 15, dwarf habit. C. S. A. Certificate.

MINONG—First opening greenish white, and becomes pure white when fully developed, about October 20 to 25, exceedingly free flowering. C. S. A. Certificate.



ALETTA



MINONG



GOLDEN SCEPTRE



GOLD COIN

GOLDEN SCEPTRE—Belongs to the intermediate section, being $1\frac{3}{4}$ to 2 inches in diameter, color, very bright yellow. Matures November 25.

GOLD COIN—A large flowering pompon. When grown to sprays is $2\frac{1}{2}$ inches in diameter and $3\frac{1}{2}$ when disbudded. A very bright yellow and exceedingly productive. Matures December 1 and later. We consider this an improved Unalga.

Plants from $2\frac{1}{4}$ -inch pots: \$1.20 per ten; \$10.00 per hundred; \$90.00 per thousand.

Rooted Cuttings: \$8.00 per hundred; \$75.00 per thousand.

Not less than 5 of a variety at ten; 25 at hundred; 250 at thousand rate.

INTRODUCTION OF 1925

BROWN BEAUTY—The latest bronze in the button or baby type, maturing in December. A seedling from Christmas Gold possessing the same wiry upright growth. 2 feet high. Color, dark brown.

BUCENA—A light bronze pompon coming just at Thanksgiving time. Flowers $1\frac{1}{2}$ inches in diameter, and very free flowering. Sturdy upright growth. $2\frac{1}{2}$ feet from June 20 planting.

DOTSON—An old rose with reflexed petals, possessing wonderful substance and may remain uncut for several weeks. Is of dwarf growth and should be planted the first week in June to get sufficient height. It will also make a fine pot plant. Matures October 20.

GOLDEN CREST—A seedling from Christmas Gold. Bright golden yellow pompon maturing November 1 and surpassing all others at that season. Producing wonderful sprays, each with 16 to 20 blooms and $1\frac{1}{2}$ inches in diameter. Planted June 20, attains $2\frac{1}{2}$ feet in height.

MARGOT—The earliest white pompon, maturing October 8, a week earlier than Uvalda and Irene and when grown in the open border may be had by the end of September. Intermediate between the large and button types, about $1\frac{1}{4}$ inches in diameter. Rather dwarf in growth and should be planted in June where long stemmed sprays are desired.

NORINE—A seedling from Christmas Gold and the same shade of yellow but it is larger, $1\frac{1}{4}$ inches in diameter and matures earlier. November 20 to 25, just right for Thanksgiving use. Produces large sprays on strong stems. $2\frac{1}{2}$ feet from June planting.

RODELL—An early yellow pompon to follow Zora, maturing October 20. Same color as Mrs. Tricker but more double and nearer the true pompon type. also a few days earlier. Very serviceable for a second early yellow.

Plants from $2\frac{1}{4}$ -inch pots: \$1.00 per ten; \$8.00 per hundred.

Rooted Cuttings: \$7.00 per hundred; \$65.00 per thousand.

Not less than 5 of a variety at ten; 25 at hundred; 250 at thousand rate.

STANDARD VARIETIES

ADIRONDA—(Introduced by us 1918). The best early golden bronze. True pompon type. Matures October 15.

BRONZITO—(Introduced by us 1923). Very double, perfectly formed flowers with dahlia like petals which are red within with old gold reverse. This combination produces a bronzy effect. Height, 3 feet. Matures November 15.

CLARICE—(Introduced by us 1920). A light pink with a high rounded flower and producing large sprays. Matures Oct. 12; flowers, about 2 inches in diameter. Of semi-dwarf habit.

CLORINDA—(Introduced by us 1910). Produces erect sprays of an even shade of bronze. Semi-dwarf. A good variety for Thanksgiving.

CHICAGO PEARL—A very good white pompon maturing Thanksgiving and later, which may be grown to sprays or disbudded.

CORA PECK BUHL—(Introduced by us 1923). Somewhat resembles Golden Climax in growth and form of flowers. Is deepest in color of all the yellow pompons. For comparison, is brighter than Sunglow of the large flowering section. $3\frac{1}{4}$ feet high. Ready to cut October 25.

EDINA—(Introduced by us 1918). Beautiful rose pink. One of the best. Strong, upright growth. Matures October 15.

EL RENO—(Introduced by us 1923). A seedling from Christmas Gold. Color, golden bronze similar to that of Adironda but is much later. Flowers $1\frac{1}{2}$ to 2 inches in diameter. Excellent stem and foliage. Height, $2\frac{1}{4}$ feet. Matures November 25, just right for Thanksgiving.

ERMALINDA—(Introduced by us 1923). Color, old rose with silvery sheen which is enhanced under artificial light. Fine form and very double. $1\frac{3}{4}$ inches in diameter. Strong, upright growth, $3\frac{1}{2}$ feet high. Matures October 25.

FELICE—(Introduced by us 1924). A pompon of exceptional merit. Color, orange, very similar to that of Orange Queen. The broad incurved petals form a high, rounded flower 2 inches in diameter. Height 2 feet. Matures November 12 to 20.

FIRE BIRD—(Introduced by us 1920). While not extra early, this is the best early red we have seen. Color, very bright. Strong, upright growth and productive. We unhesitatingly recommend this variety for those desiring early red pompons. Matures the last week of October.

FRANK WILCOX (Syn. Mrs. Beu and Souv. d'Or). Golden bronze of special merit for those desiring late pompons.

GOLDEN NYMPH—(Introduced by us 1924). Unquestionably the latest pompon known at the present time. Can easily be had for Christmas as it matures with us three weeks later than Christmas Gold. Belongs to the baby or button type, producing flowers $1\frac{1}{4}$ inches in diameter. Color, bright yellow. Height, $2\frac{1}{2}$ feet. Ready to cut December 10 and later.

ILLONA—(Introduced by us 1915). A rosy lavender much the same in color as Leilah but later. Free flowering, producing large sprays. Flowers, large. Height, medium. Matures November 10.

IRENE—(Introduced by us 1923). A true pompon type, 1 to $1\frac{1}{4}$ inches in diameter. Color, pure white. Upright, wiry stems. Height, 3 feet. Matures with Uvalda, October 18 or 20.

KLONDIKE—Brilliant yellow. Compact blooms of medium size.

LEILAH—(Introduced by us 1919). An early rose pink of exceptional merit. Cannot be too highly endorsed. Strong, sturdy growth. Ready to cut October 15.

NEOLA—(Introduced by us 1915). Light pink. Strong grower, requires very little tying. Large flowers. Dwarf. Matures November 15 to 25.

NIZA—(Introduced by us 1915). Delicate pink. The earliest of this color. Those desiring early pompons should secure this variety. Medium sized flowers. Dwarf. Matures October 10.

NORDI—(Introduced by us 1916). A pure white Pompon, maturing November 10 to Thanksgiving. Seven to eight medium sized flowers to the spray with strong wiry stems.

OURAY—(Introduced by us 1919). Dark mahogany brown flowers of medium size. Wiry stems. Matures October 20.

QUINOLA—Clear orange yellow. Excellent form and good size. The best late yellow of this type.

ROWENNA—(Introduced by us 1924). A fine late pompon coming about 10 days later than Clarinda. Color, a medium shade of bronze. Strong growth. $2\frac{1}{2}$ to 3 feet high. Matures for Thanksgiving and later.

UVALDA—(Introduced by us 1919). The earliest white. Sometimes shows a slight shade of pink when first opening, but becomes pure white when fully developed. Matures October 10.

YULETIDE—(Introduced by us 1923). The latest and best white pompon known at the present time. Color, purest paper white.

ZORA—(Introduced by us 1915). An early bright yellow. Nice, large sprays. This is the earliest good yellow pompon. Matures October 15 to 20.

Plants from $2\frac{1}{4}$ -inch pots: 70c per ten; \$5.00 per hundred; \$45.00 per thousand.

Rooted Cuttings: \$4.00 per hundred; \$35.00 per thousand.

Not less than 5 of a variety at ten; 25 at hundred; 250 at thousand rate.

POMPONS OF THE BABY OR BUTTON TYPE



In addition to being well adapted for cutting, these varieties are dwarf and admirably adapted to pot culture, making exceptionally fine plants, either for home decoration or for the outer row of large exhibition groups. Potted in June and stopped several times they may be had from 8 to 16 inches in height from soil. We especially recommend these for this purpose.

STANDARD VARIETIES

BRIGHT EYES—(Introduced by us 1920). As the name implies, each flower has a bright eye. As the outer petals unfold they are bluish white and the unfolded petals, showing the reverse side, present an orange apricot. This distinction in color disappears as the flower becomes fully developed.

BUENA—(Introduced by us 1919). Very small flowers, which are produced in large, well formed sprays. Color, golden bronze. Cannot be too highly recommended to those desiring small, mid-season pompoms.

CHRISTMAS GOLD—Late flowering. Color, very bright yellow. Produces flowers 1 inch in diameter and does not reach maturity until December.

CLARE—Introduced by us 1922). A very free flowering variety of the purest white. Possesses wonderful keeping qualities and, while it is ready to cut by November 15, it will retain its freshness to the end of the month.

CRISTA—(Introduced by us 1922). A sulphur yellow baby pompon. 1 inch in diameter. Very free flowering. Height, 2½ feet. Matures November 1.

DAINTY MAID—(Introduced by us 1922). The most perfect of all the baby pompoms, both in form and fullness. Color, a pearly white. 2½ feet high. Matures November 1.

ETHEL—(Introduced by us 1923). A bright red baby pompon. Gorgeous in color and free flowering. Is also exceptionally fine when grown as a pot plant. Height, 2½ feet. Ready to cut October 25.

FRANK WILCOX, JR.—(Introduced by us 1920). The same color as Frank Wilcox (Mrs. Beu), an orange bronze, but less than half its diameter. Same dwarf habit. Flowers the middle of November and later and as it has excellent keeping qualities it may be easily held for Thanksgiving use.

HILDA CANNING—A very attractive bronze of the small flowering section. One of the best of this type.

LITTLE TOT—(Introduced by us 1920). A pale rose pink of very pleasing shade. All the side breaks flower freely and simultaneously thus producing long, attractive sprays. Ready to cut the first week of November.

MARGUERITE CLARK—(Introduced by us 1921). Rose pink. 1 inch in diameter. Very free flowering, making loose and graceful sprays. 3½ feet high. Matures November 5.

MARY PICKFORD—(Introduced by us 1921). Of most perfect form. Outer petals reflex at maturity nearly to stem, forming a perfect ball. Pure white. 1 inch in diameter. Stiff stem. Medium height. Matures November 1.

NEMO—(Introduced by us 1925). The latest white button or baby pompon maturing November 25 and later. Strong upright growth which does not require tying. Owing to its lateness this variety should be valuable to those desiring late pompoms.

WHITE MIDGET—(Introduced by us 1920). Purest white. Somewhat larger than Baby. The flowers are well distributed, thus exceeding in gracefulness those kinds which are so compact as to form dense heads or clusters. Dwarf habit. Matures the first week of November.

Plants from 2¼-inch pots: 70c per ten; \$5.00 per hundred; \$45.00 per thousand.

Rooted Cuttings: \$4.00 per hundred; \$35.00 per thousand.

Not less than 5 of a variety at ten; 25 at hundred; 250 at thousand rate.

POMPONS SUITABLE FOR DISBUDDING.



This section consists of varieties resulting from crossing the large flowering type with the pompoms. In most instances they are not very suitable when grown naturally to sprays as the flowers are arranged so compact as to detract from the gracefulness which makes pompoms so popular.

They are more serviceable when the plants are permitted to make several growths and then disbudded to produce one bloom each. This course gives very perfectly formed flowers, as is shown by the illustration.

STANDARD VARIETIES

ADELPHIA—(Introduced by us 1922). This will undoubtedly supercede such varieties as White Doty and Mariana. Color white. Perfect ball shaped form. Great substance with good, strong stem. Height, 3 feet. Matures October 15.

ANGELO—(Introduced by us 1920). Light pink, more decided and pleasing in color than Lillian Doty. Dwarf and should be planted by end of May to secure stems $2\frac{1}{2}$ to 3 feet high. When grown for pot plants, should be potted the middle of June and stopped twice. This produces plants not to exceed 16 inches in height with 6 to 12 perfect blooms to the plant. Surpasses any of the Caprice family for this purpose. Matures October 25.

COMETO—(Introduced by us 1919). A seedling from Lillian Doty and is admirably adapted for disbudding. Color, dark rose, shaded magenta. Very symmetrical in form with strong, upright stem. Matures November 1.

GOLD COIN—See page 14 for description and price.

JULIANA—(Introduced by us 1918). Yellow. Strong, upright growth. Height, $3\frac{1}{2}$ feet. Matures October 22.

LILLIAN DOTY—Flowers, beautiful shell pink. Strong, upright growth.

MIMICO—(Introduced by us 1918). Lavender seedling from Lillian Doty. Height, $3\frac{1}{2}$ feet. Matures October 22.

MIRAMAR—(Introduced by us 1918). A fine bronze. Excellent form. Height $3\frac{1}{2}$ feet. Matures October 25.

MUSKOKA—(Introduced by us 1921). While rather large, this variety is best adapted to the purpose of disbudded pompoms. Color, golden bronze. Upright growth. Produces 6 to 10 flowers to the plant, $3\frac{1}{2}$ to 4 inches in diameter. One of the most double varieties we have ever raised. $3\frac{1}{2}$ feet high. Matures November 10.

NARADA—(Introduced by us 1924). This variety is worthy of everyone's consideration. Flowers are 3 inches in diameter and of a very pleasing shade of light yellow. Should be disbudded to show their perfect form as they are too compact when grown naturally. Must be seen to appreciate its beauty. Height, $2\frac{1}{2}$ to 3 feet.

UNALGA—(Introduced by us 1925). An intense yellow, even brighter than Christmas Gold. $3\frac{1}{4}$ inches when disbudded. May also be grown naturally to sprays to advantage, producing eight to ten flowers $2\frac{1}{4}$ inches in diameter. Matures November 25 and later. Upright growth with rigid stem, $2\frac{1}{2}$ feet high.

WANDA—(Introduced by us 1918). Large white. Height, $3\frac{1}{2}$ feet. Matures October 23.

WHITE DOTY—Pure white sport from Lillian Doty. Identical in every respect except color.

For additional varieties suitable for disbudding see page 22 under the heading of Anemones.

Plants from $2\frac{1}{4}$ -inch pots: 70c per ten; \$5.00 per hundred; \$45.00 per thousand.

Rooted Cuttings: \$4.00 per hundred; \$35.00 per thousand.

Not less than 5 of a variety at ten; 25 at hundred; 250 at thousand rate.

POMPONS FOR POT CULTURE

INTRODUCTIONS OF 1926

ROSY DAWN—An early pink of a very pure tone, matures October 20, best when disbudded.

BENOIT—A beautiful bright cerise pink, 15 inches high from the pots, maturing October 20 to 25, best when disbudded.

JOSETTA—Color, amaranth or violet crimson, exceedingly free growth and flowering, dwarf habit, matures November 5, disbud. C. S. A. Certificate.

PADOKA—A very free flowering baby pompon, color, light salmon, dwarf, maturing October 20, grow natural.

ANIWA—An anemone flowered of a very pleasing shade of shell pink, with a cream colored cushion, dwarf upright growth, matures October 10, disbud. C. S. A. Certificate.

Plants from 2½-inch pots: \$1.20 per ten; \$10.00 per hundred; \$90.00 per thousand.

Rooted Cuttings: \$8.00 per hundred; \$75.00 per thousand.

Not less than 5 of a variety at ten; 25 at hundred; 250 at thousand rate.



PADOKA



BENOIT

STANDARD VARIETIES

ANOKA—(Introduced by us 1919). Pure white with dark green foliage 15 inches high from June 20 final potting.

CANOVA—(Introduced by us 1925). Very dwarf pompon, maturing November 20. Height only 12 inches above the pot and flowers 1¾ inches in diameter. It may be grown natural or disbudded. Color, very bright yellow and possessing wonderful substance.

DELMAR—(Introduced by us 1925). The illustration shows a plant grown in the open field, lifted and potted without any further attention. Flowers of a rose pink color, 2 inches in diameter and fully developed October 20.

Plants from 2½-inch pots: \$1.00 per ten; \$7.00 per hundred; \$65.00 per thousand.

Rooted Cuttings: \$6.00 per hundred; \$55.00 per thousand.

Not less than 5 of a variety at ten; 25 at hundred; 250 at thousand rate.

LARGE FLOWERING VARIETIES FOR POT PLANTS

The varieties of this section produce flowers from 3 to 4 inches in diameter and we consider them more serviceable when each growth is disbudded to one bloom.

STANDARD VARIETIES

ANGELO—For description and price see page 17.

AUGUST DASSE—Very solid flower of excellent keeping quality. Globular in form. Color, intense yellow. Dwarf.

BRUTUS—Beautiful shade of bronze. Most useful as a specimen plant. Dwarf.

BUTLER'S CAPRICE—Sport of Caprice du Printemps. Deep pink. Dwarf.

GREYSTONE—This variety is highly recommended as one of the best specimen plants. Color, beautiful, golden orange. Dwarf.

KATHLEEN THOMPSON—A fine crimson. Dwarf.

LILAC CAPRICE—Deep lilac. Dwarf.

PURPLE CAPRICE—Purple. Dwarf.

SAVINA—A large flowering variety of such dwarf growth as to give it a prominent place among the varieties for pot culture. The flowers are flat, 4 inches in diameter, a pleasing shade of lavender pink. Matures October 15.

WANDA—For description and price see page 17.

W. H. LINCOLN—An old variety but still sought by some for specimen and late market plants. Yellow.

WHITE CAPRICE—White. Dwarf.

YELLOW CAPRICE—Clear yellow. Dwarf.

Delivery of varieties in this section will not begin until March, and are carried in stock to August 1 and later.

Plants from 2¼-inch pots: \$1.00 per ten; \$7.00 per hundred; \$65.00 per thousand.

Rooted Cuttings: \$6.00 per hundred; \$55.00 per thousand.

Not less than 5 of a variety at ten; 25 at hundred; 250 at thousand rate.

ANEMONES

The anemone flowers consist of one or more rows of flat or tubular ray florets with shorter quilled or tubular disc florets of the same or a distinct color, and are grown in sprays for artistic floral arrangements.

We recommend disbudding such varieties as Florera, Pomona, Izola and Sunshine to procure more perfect blooms.

INTRODUCTIONS OF 1926

BELLINGHAM—We are indebted to Mr. John Macra Smith of Bellingham, Washington, for this superb sport from Pomona, color, very delicate pink, ray florets with a high rounded cushion which is slightly lighter in color, best when disbudded, matures November 1. C. S. A. Certificate, scoring 95 points.

GOLDEN STATE—A self colored yellow about the same shade as Florera, but is larger and has longer florets, 6 inches in diameter with a 4¼ inch cushion, maturing November 1. C. S. A. Certificate.

ROSE ROYAL—Another fine anemone and rather distinct in color, being a violet rose throughout, matures November 15, disbud, C. S. A. Certificate, scoring 94 points.

TUSCOBA—Ray florets are an Indian red and yellow at the edges, $5\frac{3}{4}$ inches in diameter with a yellow cushion $3\frac{1}{4}$ inches, very distinct, matures November 5. C. S. A. Certificate.

Plants from $2\frac{1}{4}$ -inch pots: 35 cents each; \$3.00 per ten; \$25.00 per hundred.

Rooted Cuttings: \$20.00 per hundred; \$150.00 per thousand.

Not less than 5 of a variety at ten; 25 at hundred; 250 at thousand rate.



TUSCOBA

GOLDEN STATE

INTRODUCTIONS OF 1925

BERNEITA—A beautiful anemone, ray florets shell pink and a perfect white cushion $2\frac{1}{2}$ inches in diameter. Matures October 25 and being of dwarf habit is admirably adapted to pot culture producing dwarf symmetrical plants which require no staking. An improved Graf Von Oriole. Should be disbudded.

NOKOMIS—A new color in the anemone flowered section. Ray florets bright amaranth (same as Purple King) and a low white cushion. Is best when disbudded. Excellent when grown as a pot plant. Dwarf.

SORONA—A new anemone flowered variety. Very perfect cushion of light yellow 2 inches in diameter, while the ray florets are white shaded pink. When disbudded produces flowers $4\frac{1}{2}$ inches in diameter. It is also adapted for growing to sprays. Matures October 25.

TRONESTA—The best early anemone maturing October 12. Flowers 3 inches in diameter of a bright pink quite similar to that of Mrs. Buckingham, while the center is composed of short yellow florets. It may be grown to sprays or disbudded with satisfactory results.

Plants from $2\frac{1}{4}$ -inch pots; 20c each; \$1.50 per ten; \$12.50 per hundred.

Rooted Cuttings: \$10.00 per hundred; \$90.00 per thousand.

Not less than 5 of a variety at ten; 25 at hundred; 250 at thousand rate.



NOKOMIS

SORONA

BERNEITA

STANDARD VARIETIES

CHESTNUT—Both ray and disc florets are an even shade of tan, harmonizing perfectly with reds and yellows. Full cushion. $3\frac{1}{4}$ inches in diameter. $2\frac{1}{2}$ feet high. Matures November 10.

COED—A soft shade of pink with a tinge of yellow at center of cushion. Ray florets reflex more than is usual in this type. $3\frac{1}{2}$ inches in diameter. 3 feet high. Matures November 10.

FLORERA—(Introduced by us 1923). A companion for Pomona and Izola. Color, light yellow with an exceptionally large cushion which extends to the ends of the ray florets. Very distinct and striking in appearance. Best when disbudded. Diameter, $4\frac{1}{2}$ inches. Height, 3 feet. Matures November 10.

GODFREY'S PERFECTION—A pure white variety. More productive than any of the pompoms or anemones. Blooms, $2\frac{1}{2}$ to 3 inches in diameter having 4 or 5 rows of ray florets. A good shipper. Makes excellent pot plants. Dwarf. Matures for Thanksgiving.

GOLDEN LIDA THOMAS—A golden sport from Lida Thomas. We consider this the best for florists' use as it is good in every way. Matures just right for Thanksgiving.

IZOLA—(Introduced by us 1918). A true and even shade of amaranth. Equally desirable grown in sprays or single stemmed. Height, $3\frac{1}{2}$ feet. Matures November 1.

LAELIA—Both ray and disc florets are a beautiful shade of rose pink. Full cushion. One of the very best, either grown for cutting or as a pot plant. Dwarf, upright growth. Matures November 1.

LIDA THOMAS—Small flower with two rows of flat white petals. Center delicate yellow. Late.

MAPLE LEAF—Like the soft maple leaf, the color is displayed in various shades of red and yellow, changing from day to day as development progresses. High, rounded cushion. $3\frac{1}{2}$ inches in diameter. Well adapted for specimen pot plants. Height, 2 feet. Matures November 10.

POMONA—(Introduced by us 1919). Perfect form. Has several rows of ray florets of the purest white. Well formed cushion, which is white shading to straw at center during development. Is most serviceable when disbudded. Matures about November 1.

PRIMROSE—Originated and named by the University of Illinois. Light yellow as the name implies. Most serviceable as a pot plant. Dwarf growth. Matures October 25.

PURITAN—Originated and named by the University of Illinois. Pure white flowers resembling those of The Belle but it has a stronger stem and is more dwarf in growth. Produces large sprays and is also an excellent variety for pot plants. Matures November 1.

SUNSHINE—An intense yellow of unusual brightness. Its full beauty is best displayed when disbudded as the flowers are too crowded when grown naturally. Matures from November 15 to December according to date of planting.

THE BELLE—Purest white, both ray and disc florets. 3 inches in diameter. Fine in every respect. Matures November 10.

THE CHIEF—Light yellow, both ray and disc florets. 3 inches in diameter with full, rounded cushion. 3 feet high. Matures November 10.

Plants from 2¼-inch pots: 70c per ten; \$5.00 per hundred; \$45.00 per thousand.

Rooted Cuttings: \$4.00 per hundred; \$35.00 per thousand.

Not less than 5 of a variety at ten; 25 at hundred; 250 at thousand rate.

EARLY HARDIES

The majority of chrysanthemums are hardy south of the Ohio River and many are hardy in the northern states, as far as the plant is concerned, but they must flower before early frost to be of service. The varieties offered below generally flower from the last of August to the middle of October.

As earliness is very important to those in the northern states, we herewith append the dates when color is prominent on most of the varieties.

Normandie, Winnetka, Carrie and Wolverine—August 20; Eden, Cranford White, A. Barham and Alice Howell—the end of September.

A. BARHAM—Beautiful orange bronze. Early.

ALICE HOWELL—A beautiful shade of orange yellow. Single. Early as well as free flowering.

BOSTON—Strong, upright growth. Clear bronze. (Introduced by us 1918). An even shade of golden bronze. Very free flowering and free growth. Dwarf. Matures October 10.

CARRIE—(Syn. Glory of Seven Oaks). Deep yellow. A beauty.

CHALDON—Reddish crimson with gold tips. Large flower.

CHAMPAIGN—Bright ruby red. Wonderfully colored.

CRANFORDIA—Exceptionally early. Deep bronzy yellow.

CRANFORD PINK—Beautiful shade of light pink.

CRANFORD WHITE—Purest white. Very desirable.

EDEN—Bright rose. A beauty when disbudded.

HARVEST HOME—Deep bronzy yellow. Excellent.

LE PACTOLE—Produces large bronzy yellow flowers. Strong grower.

MAYELLEN—Color, cerise pink with yellow anemone center. A seedling from Winnetka and possessing the same habit of continuous flowering from September 15 to November.

MURILLO—This variety has survived the past three winters in Southern Michigan without protection. It is not as early as some kinds, coming into color October 12. It is the best shade of pink among the early hardies.

NORMANDIE—One of the earliest and best cream whites.

PETITE LOUIS—Silvery mauve. Very robust. One of the best.

WINNETKA—(Introduced by us 1914). Pure white. Very free flowering.

WOLVERINE—A seedling from Normandie but has a much heavier and stronger stem. Produces large sprays and is also an excellent variety for pot plants. Color, bright yellow. Very early, flowering outdoors in this locality with Normandie and Carrie, about August 20.

Delivery of varieties in this section will not begin until March, and are carried in stock to August 1 and later.

Plants from 2¼-inch pots; \$1.00 per ten; \$7.00 per hundred; \$65.00 per thousand.

Rooted Cuttings: \$6.00 per hundred; \$55.00 per thousand.

SINGLES

INTRODUCTIONS OF 1926



NACORA



LAONA

JEAN—A companion for the two foregoing pure white 7½ inches in diameter and of medium height.

LAONA—A large single, nine inches in diameter and a beautiful shade of rose pink somewhat resembling the color of Mildred Presby, 4 feet high, terminal bud maturing November 5.

NACORA—A large single yellow 8 inches in diameter, height 3 feet, terminal bud maturing October 30.

Plants from 2¼-inch pots: 35 cents each; \$3.00 per ten; \$25.00 per hundred.

Rooted Cuttings: \$20.00 per hundred; \$150.00 per thousand.

Not less than 5 of a variety at ten; 25 at hundred; 250 at thousand rate.

STANDARD VARIETIES

GOLDEN ORIOLE—The earliest single yellow, maturing October 10. Flowers 2½ inches in diameter. Color, light yellow. A vigorous grower producing abundance of long stemmed graceful sprays. Those desiring early singles should give this variety a trial.

MENSA—One of the largest, single whites. Produces freely on long, stiff stems.

MRS. E. D. GODFREY—Very strong grower. Light pink. Excellent as a late single.

MRS. WM. BUCKINGHAM—A large, flat flower of a lovely shade of rosy pink. Keeps well, both on and off the plant.

We also carry in stock the following singles:

Anna, Ceddis Mason, Dazzler, Minnesota, Old Gold, Pink Simplicity and Sylvia Slade.

Plants from 2¼-inch pots: 70c per ten; \$5.00 per hundred; \$45.00 per thousand.

Rooted Cuttings: \$4.00 per hundred; \$35.00 per thousand.

Not less than 5 of a variety at ten; 25 at hundred; 250 at thousand rate.

EXHIBITIONS

As exhibition varieties are of the least importance to those in the trade we have placed them last in the catalog.

INTRODUCTIONS OF 1926

SEMINOLE CHIEF—A reflex chestnut bronze resembling the variety, Pres. J. W. Everett, but is more dependable, larger in size, and of easy culture. matures October 25, size 8½ inches, best bud August 25. C. S. A. Certificate.

Price \$1.00 each; \$8.50 per ten; \$75.00 per hundred.

NANCY SANFORD—Clear rose pink and the petals are one tone throughout, irregularly incurved, 9 inches in diameter, wonderful strong growth, height medium, matures November 5, best bud August 25. C. S. A. Certificate.

Price \$1.00 each, \$8.50 per ten; \$75.00 per hundred.

FRANK DURANCK—An incurved and in color resembles old variety Chrysanthemist Montegny, very light yellow, diameter 8 inches, matures November 5, select bud August 20. C. S. A. Certificate.

Price \$1.00 each, \$8.50 per ten; \$75.00 per hundred.



NANCY SANFORD



SEMINOLE CHIEF



FRANK DURANCK



MARY L. CLARK

INTRODUCTIONS OF 1926

J. B. DEAL—Color is shrimp pink. Reflexing variety with the petals hanging down twisted and interlaced in pleasing effect. Well adapted for early shows but is too early for the late ones. Any bud after August 15. Height 4 feet.

50c each; \$4.00 per ten; \$30.00 per hundred.

MARY L. CLARK—A light shade of lavender pink, maturing October 25. Eight inches in diameter. Height, 5 feet from March propagation. Bud, August 25. May be grown for commercial purposes and is a rose pink from September bud.

50c each; \$4.00 per ten; \$30.00 per hundred.

For years we have specialized in Chrysanthemums and especially in the production of new kinds.

We are acknowledged the originators of most American novelties of merit. Give complete shipping directions with each order, also date you wish us to ship them.

STANDARD VARIETIES

We consider the following twelve varieties the best for those desiring large blooms for show purposes, and the ones most likely to produce the highest percentage of saleable flowers.

CALUMET—(Introduced by us 1915). One of the best exhibition bronzes. Rather early for late shows, but its large size, high percentage of perfect blooms and easy culture make it one of the best. Tall. Date of bud, August 25.

CHEYENNE—(Introduced by us 1919). Color, distinct chamois or buckskin. Large size and vigorous growth. This variety has commercial qualifications and when planted late will give double flowers for Thanksgiving. Tall. Select bud August 25. Matures November 1 and later.

CORNETO—(Introduced by us 1923). An exhibition of the size and form of Mrs. J. Leslie Davis and about the same shade of pink. This variety does not have the defect of producing flowers with mal-formed centers so characteristic of Wm. Turner and its sports. Is also valuable as a commercial variety. By planting late in July and selecting bud the end of September, it may be had for Thanksgiving and later. Tall. Reserve bud September 15 to 20. Matures November 10.



CALUMET



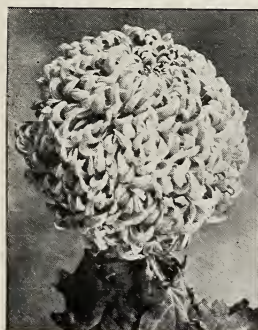
CORNETO



CHEYENNE

ELBERON—(Introduced by us 1913). Bright pink of finest, incurved form. Beautiful foliage and good stem. Easy to manage. Semi-dwarf. Date of bud August 25.

MRS. J. LESLIE DAVIS—A sport from Wm. Turner and identical in every way except its color, which is a very pleasing shade of pink. Semi-dwarf. Date of bud, August 30.



ELBERON



ODESSA



PURPLE KING

MRS. DAVID F. ROY—A large crimson with golden reverse. This variety is considered by many as the best commercial red, when thus grown later buds are reserved. Semi-dwarf. Select bud, August 25.

NAGIRROC—An exceedingly large, reflexed, golden bronze. Admirably adapted to exhibition purposes. Semi-dwarf. Best bud, August 15.

ODESSA—(Introduced by us 1914). An excellent exhibition variety. Splendid, incurved form. Color, bright yellow. Eclipses all the yellows in size and finish. Tall. Date of bud, August 30.

PURPLE KING—(Introduced by us 1918). The nearest approach to purple. Very large, surpassing Reginald Vallis in size. Tall. Is best from buds selected September 5.

WM. H. WAITE—A very bright bronze, approaching crimson. Strong growing and easy to manage. Dwarf. Date of bud, August 15.

WM. TURNER—A decidedly incurved variety of purest white. Fine form and a strong grower with clean foliage. Semi-dwarf. Date of bud, August 30.

YELLOW TURNER—A light yellow sport from the popular Wm. Turner and equal to its parent in every respect. Semi-dwarf. Date of bud, August 30.

Plants from 2¼-inch pots: \$1.00 per ten; \$7.00 per hundred; \$65.00 per thousand.

Rooted Cuttings: \$6.00 per hundred; \$55.00 per thousand.

Not less than 5 of a variety at ten; 25 at hundred; 250 at thousand rate.

EXCEPTIONAL EXHIBITIONS

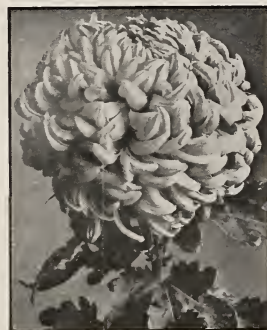
Those desiring a greater variety of exhibitions should consider the following for, while they are not as dependable as the standard exhibitions for the average florist, they are very large and spectacular in appearance. When propagated in March, giving ample space between the plants and careful consideration in selecting the buds, the results should fully compensate any extra effort.



BRONZE TURNER



CHEROKEE



ROSENA

BRONZE TURNER—A light bronze sport from the well-known Wm. Turner. and is identical in other respects. Semi-dwarf. Date of bud, August 25.

CHEROKEE—A light bronze which assumes a rosy tint under artificial light. Outer petals are irregularly reflexed, while the inner ones incurve showing a golden reverse. In size it is a rival of Nagirroc and Vermont. Strong grower. Tall. Reserve bud August 20. Matures the end of October.

J. R. BOOTH (Disseminated as Princess Nagako). A bright yellow sport from Nagirroc, possessing the same qualities as to form and size and requiring the same culture. Semi-dwarf. Date of bud, August 20.

LOUISA POCKETT—An Australian variety of the purest white from early buds and delicate pink from late ones. Requires about the same culture as Wm. Turner. Semi-dwarf. Date of bud, August 10.

MAJESTIC—Color, buff, similar to Cheyenne. Of large size and equally suitable for exhibition or commercial purposes. Petals are wide with pointed ends, forming a reflexed, spherical bloom. Easy to manage. Vigorous and of medium dwarf growth. Selected bud August 20. Matures October 25.

MISS MILLICENT ROGERS—Outer petals reflex showing the upper surface which is a salmon pink and incurve at the center where the golden reverse is displayed. Semi-dwarf. Date of bud, August 25.



J. R. BOOTH



VERMONT



YELLOW POCKETT

ROSENA—A seedling from Nerissa but not so closely incurved and of a lighter or softer color. The surface of the petals is a bright rose approaching cerise, while the reverse side, which predominates, is a soft pink. Good, strong growth. Semi-dwarf. Select bud August 30. Matures November 7.

VERMONT—Enormous flowers of incurved type. One of the best pinks for exhibition purposes. Tall. Date of bud, August 10.

YELLOW POCKET—A light yellow sport from Louisa Pockett and identical in every respect except color. Semi-dwarf. Select bud August 10.

Plants from 2½-inch pots, \$1.20 per ten; \$10.00 per hundred; \$90.00 per thousand.

Rooted Cuttings: \$8.00 per hundred; \$75.00 per thousand.

Not less than 5 of a variety at ten; 25 at hundred; 250 at thousand rate.

Smith's Revised Chrysanthemum Manual

(Sixth Edition)

By **ELMER SMITH**

Who has made a specialty of Chrysanthemum Culture
for the past Thirty-five Years

This booklet treats the subjects in a concise yet lucid manner, covering the whole work from the care of stock to the staging of blooms.

Several new features have been added including complete description and remedies for two new diseases, either of which, or the chapter on Chrysanthemum Midge, or the control of leaf tyer, are worth more to the reader than the price charged.

Ten new illustrations have also been added.

The best work on American Chrysanthemum Culture. Both amateur and florist have been provided with articles for their special needs.

\$1.50, POSTPAID

EXHIBITION ANEMONES

INTRODUCTIONS OF 1926

Owing to the extraordinary size we have classed the following two anemone varieties with the exhibition section. Undoubtedly these are the greatest advance in many years in this type of chrysanthemum.

Not less than 5 plants of a variety at ten Price.



TRIUMPH—An anemone 8 inches in diameter undoubtedly the sensation of the year, the long ray florets are golden brown, similar in color to that of Nagiroc, and the $\frac{3}{4}$ inch cushion in bright yellow, matures October 25. C. S. A. Certificate, scoring 93 points.

Price \$1.00 each; \$8.50 per ten; \$75.00 per hundred.



BUFF QUEEN—The large anemone type $6\frac{3}{4}$ inches is diameter, color of the ray and disc florets are both buff similar to that of Majestic, cushion $4\frac{1}{2}$ inches in diameter, matures November 1. C. S. A. Certificate, scoring 90 points.

Price 75c each; \$6.00 per ten; \$50.00 per hundred.

The following varieties are the nearest perfect in characteristics essential to high grade of florists' flowers, including color, form, substance, stem and foliage as well as lateness and earliness which is of great importance to most growers. Size and other qualities depend largely upon the culture bestowed, but the varieties mentioned will undoubtedly give the highest percentage of marketable flowers even when grown under conditions more or less adverse. They are mentioned in the order in which they mature from the earliest to the latest.

White	Yellow	Pink
Smith's Advance	Golden Glow	Smith's Enchantress
Silver Sheen	Golden Queen	Unaka
Oconto	Sun Glow	Chieftain
White Chieftain	Tiger	Rose Perfection
Edgar Stillman Kelly	Major Bonnaffon	Dr. Enguehard
Betsy Ross	Mrs. Clara B. Ford	Patty
Mefo	Golden King	Ed. Seidewitz
White Surprise	Mrs. R. M. Calkins	December Beauty
December Glory	Nellie T. Ross	Thanksgiving Pink
Smith's Late White	Golden Mistletoe	Pink Mistletoe

POMPOMS

White	Yellow	Pink	Bronze
Margot	Zora	Aletta	Adironda
Irene	Cora Peck Buhl	Clarice	Felice
Minong	Golden Crest	Leilah	Frank Wilcox
Nordi	Norine	Edina	Rowenna
Godfrey's Perfection	Christmas Gold	Dotson	Brown Beauty
Yuletide	Golden Nymph	Illona	Bucena

EARLY—The earliest large flowering are Golden Glow, Smith's Advance and Smith's Enchantress, all of which may be had on or before October 1. Uvalda, Zora, Leilah and Adironda are the early pompoms in perfection by October 15.

LATE—Those desiring flowers after Thanksgiving should grow December Beauty, Mistletoe and Golden Mistletoe. The flowering period depends greatly on the date of planting and the conditions maintained. Edwin Seidewitz, December Glory, Golden King, Gladys Pearson, Mrs. Nellie Ross, Sunbeam, Sungold, Towantic, Victory and White Seidewitz may be had for Thanksgiving and sometimes later. In pompoms, Nordi, Godfrey's Perfection, Yuletide, Christmas Gold, Frank Wilcox, Golden Nymph, Rowenna, Norine, Bucena and Brown Beauty—may be had for Thanksgiving and later.

MEMORANDUM

Varieties to go next year

Quantity

MEMORANDUM

Varieties to go next year

Quantity

ROOTED CUTTINGS

Strong, well-rooted cuttings are in reality more practical for florists and growers than potted stock. They are easily established and can be transported at less cost. We are quoting rooted cuttings throughout our catalogue wherever stock is available.

CHRYSALINE

The demand for Chrysaline is increasing each year and many of our customers are greatly pleased with the results.

It can be used not only for Chrysanthemums but is excellent for all classes of plants, especially those being forced, such as, Lillies, Primroses, Hydrangeas, etc.

For full description and prices see page 12.

KEEP THIS CATALOGUE FOR REFERENCE

This Catalogue is really a book of reference, giving the height the plants attain, and the best bud to reserve for the many sorts offered. Such information is eagerly sought each year, and especially so as the time for securing buds draws near. Every word in this Catalogue from cover to cover is worth reading and may throw light upon some subject important to the recipient.

Elmer D. Smith & Co.

Chrysanthemum Specialists

ORIGINATORS AND DISSEMINATORS

ADRIAN, MICHIGAN

**The only firm in America devoted
entirely to Chrysanthemum Culture**

We have been America's greatest producers of New Chrysanthemums for years. If you want our advice on any matter pertaining to them, ask for it. It will be given promptly.

Very few are self-satisfied. Something new or different is desired. Your customers insist upon it.

Our chrysanthemums are grown everywhere. Why not procure some of our recent introductions and increase the demand?